



**IN THE UNITED STATES PATENT AND TRADEMARK OFFICE**

In re

**Application of: WILSON, Joseph**

**Examiner: N. Boveja**

**Application No.: 10/669,791**

**Group: 3622**

**Filed: September 25, 2003**

**For: SYSTEM AND METHOD FOR SEGMENTING AND TARGETING  
AUDIENCE MEMBERS**

**Attorney Docket #: 54820-00602**

**AMENDMENT AND RESPONSE TO OFFICE ACTION**

Mail Stop Amendment  
Commissioner for Patents  
Alexandria, VA 22313-1450

Dear Sir:

Responsive to the Office Action dated October 18, 2007, Applicant respectfully requests reconsideration of the rejections made in view of the following amendment and response. A listing of the claims begins on page 2 of this response and Applicant's remarks begin on page 10.